



2012 TENNESSEE STATE PRESS CONTESTS

FOR ALL WINNERS:

The privilege of publishing this “symbol of distinction” in future issues of their newspapers.

Sponsored by The University of Tennessee
and the Tennessee Press Association

OPEN TO:

TPA member newspapers in five divisions -

- I Combined weekly circulation of 5,000 or less;
- II Combined weekly circulation of 5,001-15,000;
- III Combined weekly circulation of 15,001-50,000;
- IV Combined weekly circulation of 50,001-200,000;
- V Combined weekly circulation of 200,001 and above

MAKE CHECK PAYABLE AND SEND ENTRIES TO:

Tennessee Press Association
ATTN: State Press Contests
435 Montbrook Lane
Knoxville, TN 37919
(865) 584-5761

ENTRY FEES: \$8.00 PER ENTRY

QUESTIONS ABOUT THE CONTESTS? CALL TPA — (865) 584-5761

DEADLINE FOR ENTRIES: FEBRUARY 17, 2012

Contests and Entry Information

General Rules

1. Publication period for the contests is January 1, 2011, to December 31, 2011. Entries submitted must be from newspapers published during this period except as specified otherwise in the individual contests.

2. For Daily Newspapers: Entries requiring three complete issues or tearsheets from three issues must be consecutive issues published during the contests period, excluding Sunday editions.

For Non-Daily Newspapers: Entries requiring three complete issues or tearsheets from three issues must be consecutive issues published during the contests period and may include Sunday editions.

A newspaper may choose different, three-issue sequences within the contests period for different competitions.

Exception: For the category of Make-Up and Appearance, the secretary of the Contests Committee, an officer of the University of Tennessee, shall pick the months randomly. The randomly selected months for this rule are printed with the Make-Up and Appearance description in this Rules Brochure.

3. **DEADLINE:** All copies of newspapers and any other material used in connection with the contests must be postmarked by **Friday, February 17, 2012**. Entries with a postmark after February 17, 2012 will automatically be disqualified. Entry fees must be paid no later than March 2, 2012.

4. Newspapers or newspaper clippings submitted as entries in any of the contests must be printed on the same paper that is used for general circulation to all subscribers. However, if a publisher does not have enough newspapers to complete an entry, he may submit copies. All tearsheets or copies must include the date of publication.

5. Newspapers may submit online content to accompany the print-edition entry in the categories of Best Spot News Coverage, Best News Reporting, Investigative Reporting and Public Service.

This can include online reporting, breaking news alerts on the newspaper's website and/or social media pages such as Twitter and Facebook. Video reports are also allowed. Newspapers should provide URLs so judges may view the online content. If the content is no longer available online, the content may be submitted in a printed format and the video may be submitted on a CD or DVD.

6. Entry Service Fee: The entry fee is \$8.00 per entry. Payment of entry fees must be received by March 2, 2012 in order for a newspaper's entries to be judged.

7. The contests are open to active members of the Tennessee Press Association.

8. Publishers may enter any one or all of the contests. A fee must be paid for each contest entry. A newspaper may submit only one entry in each contest except as noted.

9. In appraising all contests except Best News Photograph, Best Feature Photograph and Best Sports Photograph, the judges will use a set of critique sheets specially prepared for the UT-TPA competition. Every completed critique sheet will be sent to the appropriate publisher after winners have been announced.

10. It is requested that, in addition to tearsheets, the entries in the photograph categories and a PDF of the front page of one edition from Make-Up and Appearance be submitted together on one CD. The files will enhance the slideshow presentation of the winning entries at the awards ceremony and the winners tabloid published in *The Tennessee Press*. Entering the contests gives TPA permission to display the entries and to publish the entries in print or online.

Awards

11. In each division, a General Excellence award will be presented to the newspaper achieving the highest total of points in its division for 2012. The newspaper placing first in each division of a contest will be awarded a plaque, given by The University of Tennessee. Second and third place winners will be designated by the judges and will be

presented certificates at the awards ceremony.

A newspaper may designate individuals specifically credited with the production of entry material on their entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries. Fourth and fifth places will also be designated by the judges in each contest, and each of these winners will be awarded an "Honorable Mention" certificate.

Edward J. Meeman Awards

The Edward J. Meeman Foundation will give \$250 awards to 15 of the top winners in these annual contests. For Groups I, II, III, IV and V, an award will go to each of the first place winners of the editorials contest, best single editorial contest (The Alison Simonton Memorial Award) and public service contest.

Preparation of Entries

12. Entries should be addressed: Tennessee Press Association, ATTN: State Press Contests, 435 Montbrook Lane, Knoxville, TN 37919. Receipt of entries and fees will be acknowledged by TPA.

13. Each entry must be submitted in a separate and sealed 9 x 12 inch envelope clearly marked in the upper right corner as to the contest in which it is to compete. In categories allowing two entries, those entries must be packaged in separate envelopes. (Larger envelopes may be used as needed to accommodate larger editions.)

For example:

Name of Category: MAKE-UP AND APPEARANCE
Group (I, II, III, IV or V): GROUP III
Name of Newspaper: THE DAILY POST-ATHENIAN
City: ATHENS

The appropriate critique sheet must be enclosed with each entry. The name of a person coordinating a newspaper's entries in the contests, along with a phone number where the person can be reached, must be printed on the appropriate line on every critique sheet accompanying an entry. Entries will not be judged without completed critique sheets. Entries should be securely assembled but must not be mounted, bound or ornamented. No staples may be used in preparing entries.

14. In cases where more than one newspaper operates from the same office, each newspaper flag entering the contests must be packaged and entered separately, including a separate check for payment of entry fee.

Classification of Newspapers

There are five divisions and newspapers are classified based upon total weekly paid circulation. To determine total weekly paid circulation, the circulation data in the 2012 Tennessee Newspaper Directory will be used. If a newspaper publishes more than once per week, either the actual paid circulation for each day (if listed in the directory) will be used or, in the case where only one average circulation figure is listed, that figure will be multiplied by the number of days the newspaper publishes in a one-week period. In contests that are divided into five divisions, they are as follows:

Group I Combined weekly circulation of 5,000 or less;
Group II Combined weekly circulation of 5,001-15,000;
Group III Combined weekly circulation of 15,001-50,000;
Group IV Combined weekly circulation of 50,001-200,000;
Group V Combined weekly circulation of 200,001 and above

Contests Categories

Make-Up and Appearance

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper showing excellence in make-up, typography, graphics and general appearance. In this contest the front

page will be considered the most important factor, but other pages - including the display of advertising - will also be considered.

THE ENTRY - Submit three complete, consecutive issues, as instructed in General Rule No. 2. Dailies must submit from the month of June 2011 and Non-dailies must submit from the months of March and/or April 2011. Please also submit a PDF of one of the front pages on a CD per General Rule No. 10.

Local Features

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper showing excellence in locally prepared feature materials, including feature photographs, feature columns and feature stories, as contrasted with straight news presentation, designed to increase reader-appeal.

THE ENTRY - Submit three complete issues of the newspaper as instructed in General Rule No. 2. Mark from one to three locally prepared features in each issue.

Best Single Feature

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally prepared feature story or article, as contrasted with straight news presentation.

THE ENTRY - Submit a tearsheet with the one feature story or article plainly marked. The entry may include sidebars, but must be from a single day of publication. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Community Lifestyles

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best section focusing on family, community and social interests.

THE ENTRY - Submit sections or tearsheets from three issues as instructed in General Rule No. 2. If community sections are not published with each consecutive issue a newspaper may submit three consecutive community sections from within the contests period. Daily newspapers may submit material from Sunday editions if Sunday is the only day that it publishes Community Lifestyles content. In this case, a short explanatory letter should be included with the entry to advise judges of the situation.

Best Sports Writing

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper exhibiting excellence in writing about sports.

THE ENTRY - Submit a minimum of three, maximum of 10, stories clearly marked. (This entry may include personal sports columns.) Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

Sunday Editions

(For All Dailies)

THE AWARD - To the daily newspaper publishing the best locally prepared sections of its Sunday, or weekend editions, judged on the excellence of make-up and appearance, editorials and local features, including society and sports sections.

THE ENTRY - Submit all locally prepared sections of three Sunday or weekend editions published during the contest year. Eliminate syndicated sections from the entry.

Best Graphics and/or Illustrations

(Two divisions: Groups I, II and III will compete as a division and Groups IV and V will compete as a division)

THE AWARD—To the newspaper publishing the best locally produced informational graphics, editorial cartoons, photo illustrations or any artwork created specifically to illustrate stories or opinions. Submit three examples, clearly marked.

THE ENTRY - Submit a minimum of three, maximum of 10, locally produced informational graphics, editorial cartoons, photo illustrations or any artwork created specifically to illustrate stories or opinions.

Editorials

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the most distinguished original editorials (whether as formal editorials or as editorial columns), judged by scope, suitability, insight, timeliness, strength and literary excellence.

THE ENTRY - Submit as many original locally written editorials, or editorial columns, from any three editions of newspapers as desired. Submit tearsheets with entries plainly marked. Syndicated material is not eligible.

Best Single Editorial

(For Groups I, II, III, IV and V)

THE AWARD -To the newspaper that publishes the best locally written editorial of the year.

THE ENTRY - Submit a tearsheet with the one editorial plainly marked, and in the margin of the tearsheet write the name and staff position of the individual who composed the editorial. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Personal Column

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written personal column of the year.

THE ENTRY - Submit a tearsheet with the one personal column plainly marked. The entry must be different than the entry in the Best Single Editorial contest. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Personal Humor Column

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written personal humor column of the year.

THE ENTRY - Submit a tearsheet with the one personal humor column plainly marked. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Spot News Coverage

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written news story.

THE ENTRY - Submit a tearsheet (or tearsheets if story is continued on succeeding pages) with the one news story plainly marked. The entry may include sidebars but must be from a single day of publication. Judging will be based on reporting only (photos, graphics, headlines and layout will not be considered). Newspapers may submit online content to accompany this entry. See General Rule No. 5.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

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Best News Reporting

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written news coverage of a story. Entry will be judged for both writing quality and reporting approach.

THE ENTRY - Submit a minimum of three and a maximum of 10 stories with the one news topic plainly marked. The entry may include coverage over several editions to demonstrate one developing story over time. Newspapers may submit online content to accompany this entry. See General Rule No. 5.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Investigative Reporting

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written investigative story or investigative series on a topic demonstrating the reporter's/reporters' initiative in research or investigation.

THE ENTRY - Submit tearsheets with up to five stories plainly marked. Newspapers may submit online content to accompany this entry. See General Rule No. 5.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Education Reporting

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written coverage of schools and education.

THE ENTRY - Submit up to 10 stories with the entries plainly marked.

Headline Writing

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written headlines. Entries should include a representative sample of the year's best work. Headlines do not have to be written by the same person.

THE ENTRY - Submit three headlines plainly marked (may be on different tearsheets).

Public Service

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that has accomplished the most through enterprise, explanatory, illustrative or investigative work in promoting the welfare of its community.

THE ENTRY - Submit up to 50 tearsheets, clearly marking any news stories, editorials and pictures that reveal the efforts of the newspaper in recognizing and interpreting community needs and progress, and in promoting programs for the public welfare.

Newspapers may submit online content to accompany this entry. See General Rule No. 5.

The entry may contain up to three separate public service campaigns as the newspaper's single entry. All tearsheets should be grouped together in chronological order. The same number of tearsheets need not be submitted for each campaign; however, the total entry should not exceed 50 tearsheets, regardless of the number of campaigns covered. An optional one-page explanatory letter may be submitted for each campaign.

Tearsheets submitted for entry in this contest may come from any issue of the newspaper, whether in 2011 or in previous years, so long as the public service projects illustrated by these marked tearsheets have been promoted during 2011. However, no project that was part of an entry which won first place in the contest during the past three years may be re-submitted in the current contest, even though such project is an annual promotion of the newspaper.

Best News Photograph

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally produced news photograph or sequence of photographs on a single subject appearing in a single issue.

THE ENTRY - Submit a tearsheet or tearsheets that include a single photograph or sequence of photographs plainly marked. Please also submit entry(ies) on a CD per General Rule No. 10.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Feature Photograph

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally produced feature photograph or sequence of photographs appearing in a single issue.

THE ENTRY - Submit a tearsheet or tearsheets that include a single photograph or sequence of photographs plainly marked. Please also submit entry(ies) on a CD per General Rule No. 10.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Sports Photograph

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally produced sports photograph or sequence of photographs on a single subject appearing in a single issue.

THE ENTRY - Submit a tearsheet or tearsheets that include a single photograph or sequence of photographs plainly marked. Please also submit entry(ies) on a CD per General Rule No. 10.

A newspaper may submit two separate entries in this category. Fees apply to each entry.

Best Special Issue or Section

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best special edition, consisting of a complete and cohesive package of locally produced pictures, news stories and advertisements emphasizing a central theme of special local interest.

THE ENTRY - Submit either one complete issue or one section published during the contest year. An optional brief statement (less than 100 words) explaining the importance of the central theme to the community may be submitted with the entry.

Promotion of Newspapers

(Two divisions: Groups I, II and III will compete as a division and Groups IV and V will compete as a division)

THE AWARD - To the newspaper that shows the most effective use of in-house self-promotion campaign, including house ads.

THE ENTRY - Submit tearsheet(s) and up to three rack cards clearly marked as to the category of competition. A one-page (8.5" x 11") explanation of the promotional campaign may also be submitted.

Best Website

(For Groups I, II, III, IV and V)

THE AWARD - Awarded to the newspaper with the best website in its category. Sites will be judged on quality and quantity of community content, ease of navigation, timeliness, special features such as links, interaction and design.

THE ENTRY - Submit the URL for your newspaper's website. Include a username and password if one is required to access all of your online content.

NEWSPAPER'S LOG OF ENTRIES 2012 UT-TPA STATE PRESS CONTESTS

1. Identify your entries on this sheet by recording dates, titles, page numbers, author/creator, or other appropriate remarks for each category.
2. Submit a copy of this form with your contests entries. TPA staff will keep this form on-hand throughout the year so that when awards are presented, you can check which material won an award. Following the Contests, this sheet will be returned to you along with the green critique sheets.

CITY: _____ **NEWSPAPER:** _____

CONTACT: _____

Make-Up and Appearance

Editions: _____

Editorials

Captions, dates, bylines:

Local Features

Editions: _____

Best Single Feature--Entry #1

Caption, date, byline:

Best Single Editorial--Entry #1

Caption, date, byline:

Best Single Feature--Entry #2

Caption, date, byline:

Best Single Editorial--Entry #2

Caption, date, byline:

Community Lifestyles

Editions: _____

Best Personal Column--Entry #1

Caption, date, byline:

Best Sports Writing

Captions, dates, bylines:

Best Personal Column--Entry #2

Caption, date, byline:

Best Personal Humor Column--Entry #1

Caption, date, byline:

Best Personal Humor Column--Entry #2

Caption, date, byline:

Sunday Editions

Editions: _____

Best Spot News Coverage--Entry #1

Caption, date, byline:

Best Spot News Coverage--Entry #2

Caption, date, byline:

CONTINUED ON REVERSE SIDE



Submit a copy of this log with your entries.



Submit a copy of this log with your entries.

Best News Reporting--Entry #1

Caption, date, byline:

Best News Reporting--Entry #2

Caption, date, byline:

Investigative Reporting--Entry #1

Captions, dates, bylines:

Investigative Reporting--Entry #2

Captions, dates, bylines:

Best Education Reporting

Captions, dates, bylines:

Headline Writing

Headlines, writers, dates

Public Service

Campaign(s):

1. _____

2. _____

3. _____

Best News Photograph--Entry #1

Caption, date, photographer:

Best News Photograph--Entry #2

Caption, date, photographer:

Best Feature Photograph--Entry #1

Caption, date, photographer:

Best Feature Photograph--Entry #2

Caption, date, photographer:

Best Sports Photograph--Entry #1

Caption, date, photographer:

Best Sports Photograph--Entry #2

Caption, date, photographer:

Best Special Issue or Section

Date: _____

Promotion of Newspapers

Entry description:

Best Graphics and/or Illustrations

Type, captions, dates: (can be information graphics, editorial cartoons, photo illustrations or artwork)

Best Website _____

Edward J. Meeman Memorial JOURNALISTIC CRITIQUE

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Although the late Edward J. Meeman was recognized as one of the most distinguished editors in Tennessee and the nation, he was forever striving to improve his newspaper in all facets of journalism. It is fitting, therefore, that the Edward J. Meeman Foundation help sponsor this Journalistic Critique as a service to promote the growth and development of the Tennessee Press.

ENTRY FOR GROUP _____ IN CONTEST FOR MAKE-UP AND APPEARANCE

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit editions as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

A. FRONT PAGE

- | | | | |
|--|-----------|------|------|
| 1. HEADLINES--proper emphasis to principal stories; good range of headlines; typefaces harmonize; not too many faces used; headline style consistent | Excellent | Good | Fair |
| 2. ILLUSTRATIONS--effective use of photographs and other illustrations to improve make-up | Excellent | Good | Fair |
| 3. MECHANICAL PRODUCTION--quality of printing and folding and composition | Excellent | Good | Fair |
| 4. GENERAL APPEARANCE--entire page pleasing to eye; no large gray spots; no tombstones; nameplate attractive | Excellent | Good | Fair |
| 5. GRAPHICS--creative use of graphics in illustrating news stories and features | Excellent | Good | Fair |

B. OTHER PAGES

- | | | | |
|---|-----------|------|------|
| 6. HEADLINES--same as above | Excellent | Good | Fair |
| 7. ILLUSTRATIONS--same as above | Excellent | Good | Fair |
| 8. MECHANICAL PRODUCTION--same as above | Excellent | Good | Fair |
| 9. EFFECTIVENESS OF TREATMENT GIVEN TO SPECIAL PAGES OR COLUMNS--including editorial, sports, society, and other such pages or columns appearing in the entries | Excellent | Good | Fair |
| 10. GENERAL APPEARANCE--obvious attention given to layout of pages to make them pleasing to eye; advertisements attractively arranged | Excellent | Good | Fair |
| 11. GRAPHICS--same as above | Excellent | Good | Fair |

JUDGES' CRITIQUE (Please use reverse):

Edward J. Meeman Memorial JOURNALISTIC CRITIQUE

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and the Tennessee Press Association

Although the late Edward J. Meeman was recognized as one of the most distinguished editors in Tennessee and the nation, he was forever striving to improve his newspaper in all facets of journalism. It is fitting, therefore, that the Edward J. Meeman Foundation help sponsor this Journalistic Critique as a service to promote the growth and development of the Tennessee Press.

ENTRY FOR GROUP _____ IN CONTEST FOR LOCAL FEATURES

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COVERAGE--feature treatment given to good proportion of local stories and pictures in order to enhance reader appeal of newspaper; variety of subject matter shown in feature materials; judges will give consideration not only to marked features but also to all locally prepared features in each newspaper | Excellent | Good | Fair |
| 2. | COMPOSITION--excellence of writing and photography in feature material | Excellent | Good | Fair |
| 3. | DISPLAY--adequacy of display of feature materials to give them proper attention in newspaper | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SINGLE FEATURE entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; story structure; impact of the lead; use of sources and quotes | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject; reader interest; importance to community; thoroughness of reporting | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SINGLE FEATURE entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; story structure; impact of the lead; use of sources and quotes | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject; reader interest; importance to community; thoroughness of reporting | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR COMMUNITY LIFESTYLES

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COVERAGE--adequacy in presentation of items focusing on family, community, and social activities; good variety in subject matter of stories | Excellent | Good | Fair |
| 2. | COMPOSITION--excellence in writing of all stories; feature treatment given to some stories to enhance reader appeal | Excellent | Good | Fair |
| 3. | ILLUSTRATIONS--quality and quantity of photographs and other illustrative material used to present society news | Excellent | Good | Fair |
| 4. | EDITING AND DISPLAY--headlining well-handled; proper attention given to display of society news in newspaper | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SPORTS WRITING

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; impact of leads; story structure; elimination of trite words and phrases; use of sources and quotes | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection, development and variety of topics; thoroughness of reporting; originality; community interest | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

Edward J. Meeman Memorial JOURNALISTIC CRITIQUE

For Tennessee State Newspaper Contests
Sponsored by The University of Tennessee
and the Tennessee Press Association

Although the late Edward J. Meeman was recognized as one of the most distinguished editors in Tennessee and the nation, he was forever striving to improve his newspaper in all facets of journalism. It is fitting, therefore, that the Edward J. Meeman Foundation help sponsor this Journalistic Critique as a service to promote the growth and development of the Tennessee Press.

ENTRY FOR GROUP _____ IN CONTEST FOR SUNDAY EDITIONS

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit editions as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | MAKE-UP AND APPEARANCE--all elements considered--layouts, headlines, typography, etc. Front page, 30%; remainder of newspaper, 70% | Excellent | Good | Fair |
| 2. | LOCALLY PREPARED FEATURE ARTICLES AND MATERIALS--excellence of writing and illustrative materials | Excellent | Good | Fair |
| 3. | EDITORIALS AND EDITORIAL COLUMNS--excellence of writing, variety of materials, proper display of materials | Excellent | Good | Fair |
| 4. | SPECIAL SECTIONS (Sports, Women's Section, etc.)--excellence of writing, variety of materials, proper display of materials | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR EDITORIALS

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | SUBJECT MATTER--reader appeal of topics selected for editorials or editorial column; local subjects emphasized, but state, national, and international subjects not neglected and subject matter apparently timely; variety shown in topics | Excellent | Good | Fair |
| 2. | COMPOSITION--literary excellence of editorials and editorial columns | Excellent | Good | Fair |
| 3. | PERSUASIVENESS--sound reasoning and effectiveness in convincing reader of the logic in editor's interpretations and recommendations | Excellent | Good | Fair |
| 4. | DISPLAY--adequacy of display to give editorials or editorial columns proper attention in newspaper; well-planned headlines used to attract attention of readers | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SINGLE EDITORIAL entry #1

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NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; impact of lead; impact of ending | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--reader appeal based on importance, timeliness and local interest | Excellent | Good | Fair |
| 3. | PERSUASIVENESS--sound reasoning and effectiveness in convincing reader of the logic in editor's interpretations and recommendations | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SINGLE EDITORIAL entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; impact of lead; impact of ending | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--reader appeal based on importance, timeliness and local interest | Excellent | Good | Fair |
| 3. | PERSUASIVENESS--sound reasoning and effectiveness in convincing reader of the logic in editor's interpretations and recommendations | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST PERSONAL COLUMN entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic | Excellent | Good | Fair |
| 3. | IMPACT--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST PERSONAL COLUMN entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic | Excellent | Good | Fair |
| 3. | IMPACT--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SPOT NEWS COVERAGE entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; use of sources and quotes | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--reader appeal based on importance, timeliness and local interest | Excellent | Good | Fair |
| 3. | COVERAGE--use of newspaper's resources to deliver the story to the reader under deadline pressure | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SPOT NEWS COVERAGE entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing; use of sources and quotes | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--reader appeal based on importance, timeliness and local interest | Excellent | Good | Fair |
| 3. | COVERAGE--use of newspaper's resources to deliver the story to the reader under deadline pressure | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR PUBLIC SERVICE

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | THE PROJECTS--an appraisal of the significance of the projects as they obviously relate to the needs of the community in which the newspaper is published; the judges will have to make this appraisal from the printed material that is submitted as the entry in the contest | Excellent | Good | Fair |
| | | Excellent | Good | Fair |
| 2. | INITIATIVE--quality and quantity of investigative work that went into development of the project or projects. Consider the project's intrinsic difficulty, as well as the initiative, persistence and thoroughness with which it was approached | Excellent | Good | Fair |
| 3. | PRESENTATION--was it an attractive package, designed to attract readers and to communicate with clarity? This should involve writing, editing, layout, photographs and other illustrations | Excellent | Good | Fair |
| 4. | EDITORIALS--judge on persuasiveness in relation to the project's theme | Excellent | Good | Fair |
| 5. | RESULTS--an appraisal of the results obtained by the public service projects, as reported in the printed material submitted as the entry in this contest | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST NEWS REPORTING entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | SUBJECT MATTER--reader appeal of the selected topic, based on its significance to readers as well as its timeliness and local interest | Excellent | Good | Fair |
| 2. | COVERAGE--use of initiative, information and sources to make the stories compelling and clear to the reader | Excellent | Good | Fair |
| 3. | COMPOSITION--excellence of writing | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST NEWS REPORTING entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | SUBJECT MATTER--reader appeal of the selected topic, based on its significance to readers as well as its timeliness and local interest | Excellent | Good | Fair |
| 2. | COVERAGE--use of initiative, information and sources to make the stories compelling and clear to the reader | Excellent | Good | Fair |
| 3. | COMPOSITION--excellence of writing | Excellent | Good | Fair |

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST NEWS PHOTOGRAPH entry #1**

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NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST NEWS PHOTOGRAPH entry #2**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST FEATURE PHOTOGRAPH entry #1**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST FEATURE PHOTOGRAPH entry #2**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST SPORTS PHOTOGRAPH entry #1**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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**ENTRY FOR GROUP _____ IN
CONTEST FOR BEST SPORTS PHOTOGRAPH entry #2**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST SPECIAL ISSUE OR SECTION

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit an edition or section as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | CONTENT--variety of copy; completeness of local coverage; general appeal, originality and reader interest; relevancy of news copy and advertising to edition theme or subject; depth of writing evidenced in copy; and impact and thoughtfulness in headlines | Excellent | Good | Fair |
| 2. | PICTURES--emphasis on local pictures and their reader interest, excellence of presswork, quality of halftones and photography, unusualness of photos, quality display making use of white space, use of color and special art techniques to increase impact | Excellent | Good | Fair |
| 3. | TYPOGRAPHY--general make-up, use of special art or unusual advertising typography, selection and use of typefaces, illustrations and borders | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

Edward J. Meeman Memorial JOURNALISTIC CRITIQUE

For Tennessee State Newspaper Contests
Sponsored by The University of Tennessee
and the Tennessee Press Association

Although the late Edward J. Meeman was recognized as one of the most distinguished editors in Tennessee and the nation, he was forever striving to improve his newspaper in all facets of journalism. It is fitting, therefore, that the Edward J. Meeman Foundation help sponsor this Journalistic Critique as a service to promote the growth and development of the Tennessee Press.

ENTRY FOR GROUP _____ IN CONTEST FOR BEST GRAPHICS AND/OR ILLUSTRATIONS

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | ORIGINALITY AND CREATIVITY: Work should be eye-catching, aesthetically pleasing, and draw the reader into the story. Editorial cartoons should be humorous as well as artistically appealing. | Excellent | Good | Fair |
| 2. | INFORMATION CONVEYED: Work should clearly and concisely convey information relative to the accompanying story, when applicable. When work stands alone, the information conveyed should be clearly understandable to a reasonably educated reader. | Excellent | Good | Fair |
| 3. | QUALITY: Work should look professional, be rendered in high quality, and be free of typographical and/or grammatical errors. | Excellent | Good | Fair |
| 4. | VARIETY: Work should represent a variety of subject matter and/or type of graphic/illustration. | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR PROMOTION OF NEWSPAPERS

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|--|-----------|------|------|
| 1. | ORIGINALITY, CONCEPT, AND CONTINUITY--evidence of a locally produced objective idea that shows thorough planning and follow-through in all ads | Excellent | Good | Fair |
| 2. | LAYOUT AND COPY--eye-catching presentation in words, illustrations and information | Excellent | Good | Fair |
| 3. | USE OF COLOR--effective presentation which adds to the total effect | Excellent | Good | Fair |
| 4. | IMPACT--apparent effectiveness of the campaign | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST PERSONAL HUMOR COLUMN entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic | Excellent | Good | Fair |
| 3. | IMPACT--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column; overall humor | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST PERSONAL HUMOR COLUMN entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style and originality of writing | Excellent | Good | Fair |
| 2. | SUBJECT MATTER--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic | Excellent | Good | Fair |
| 3. | IMPACT--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column; overall humor | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST EDUCATION REPORTING

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | SUBJECT MATTER--reporting on schools and/or education that matters to readers in the newspaper's community with timely local interest | Excellent | Good | Fair |
| 2. | COVERAGE--use of initiative, information and sources to make the stories compelling and clear to the reader | Excellent | Good | Fair |
| 3. | COMPOSITION--excellence of writing | Excellent | Good | Fair |

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ENTRY FOR GROUP _____ IN CONTEST FOR INVESTIGATIVE REPORTING entry #1

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style, and originality of writing; story structure; impact of the lead; use of sources and quotes | Excellent | Good | Fair |
| 2. | COVERAGE--expertise, diligence and resourcefulness in research and investigation; reader interest; importance to community; balance and thoroughness of reporting | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR INVESTIGATIVE REPORTING entry #2

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit a tearsheet or tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry. You may submit two separate entries in this category; however, the entries must be submitted in separate envelopes and an entry fee must be paid for each entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

ARE YOU SUBMITTING ONLINE CONTENT WITH THIS ENTRY? (Circle one) YES NO If yes, please list URLs judges need to access. Include username and password if needed. If the content is no longer available online, please print out written content and place videos on a CD or DVD. USERNAME: _____ PASSWORD: _____

URLs: _____

Name: _____ Direct phone number: _____

Awards belong to the newspaper; however, the newspaper may designate individuals specifically credited with the production of entry material on the entry form. If provided on the entry form, these individuals will be recognized with certificates for winning entries.

JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | COMPOSITION--quality, style, and originality of writing; story structure; impact of the lead; use of sources and quotes | Excellent | Good | Fair |
| 2. | COVERAGE--expertise, diligence and resourcefulness in research and investigation; reader interest; importance to community; balance and thoroughness of reporting | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

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**ENTRY FOR GROUP _____ IN
CONTEST FOR HEADLINE WRITING**

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit tearsheets with your entry clearly marked as instructed in the Contests General Rules. THIS completed critique sheet must accompany the entry. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

CAPTION: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

1. COMPOSITION--originality; clever use of words; ability to draw readers into the story; appropriateness; accuracy Excellent Good Fair

JUDGES' CRITIQUE (Feel free to use reverse):

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ENTRY FOR GROUP _____ IN CONTEST FOR BEST WEBSITE

INSTRUCTIONS TO NEWSPAPER SUBMITTING ENTRY: Submit your newspaper's website URL on this form. Failure to provide all information requested on this sheet will affect the judging of the entry.

NAME OF NEWSPAPER: _____ CITY: _____

URL: _____

(If a user name and password are required for your site, please provide below)

USER NAME: _____ PASSWORD: _____

Person to be contacted with any questions regarding this entry:

Name: _____ Direct phone number: _____

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JUDGES BEGIN HERE:

- | | | | | |
|----|---|-----------|------|------|
| 1. | QUALITY AND QUANTITY OF COMMUNITY CONTENT | Excellent | Good | Fair |
| 2. | EASE OF NAVIGATION | Excellent | Good | Fair |
| 3. | TIMELINESS | Excellent | Good | Fair |
| 4. | SPECIAL FEATURES--such as links, interaction and design | Excellent | Good | Fair |

JUDGES' CRITIQUE (Feel free to use reverse):

**2012 University of Tennessee - Tennessee Press Association
State Press Contests**

ENTRY SERVICE FEES:

Newspaper: _____ City: _____

Contact Person: _____

E-mail Address for Confirmation: _____

Entry Fee is \$8.00 per entry.

Total Number of Entries: _____ X \$8.00 = Amount Enclosed: \$ _____

Please indicate your method of payment: Check: _____ Credit Card: _____

MAKE CHECK PAYABLE AND SEND ENTRIES TO:

Tennessee Press Association (865) 584-5761
ATTN: State Press Contests
435 Montbrook Lane
Knoxville, TN 37919

TO PAY BY CREDIT CARD:

FAX THIS FORM TO (865) 584-6513

TPA will accept credit cards through our PayPal account. To pay in this manner, please list your e-mail address below for the invoice. Kathy Hensley (khensley@tnpress.com) from the TPA accounting office will contact you by e-mail with a link that will allow you to pay by credit card:

E-mail Address for PayPal invoice: _____

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BY MARCH 2, 2012 OR ENTRIES
WILL BE DISQUALIFIED.**